

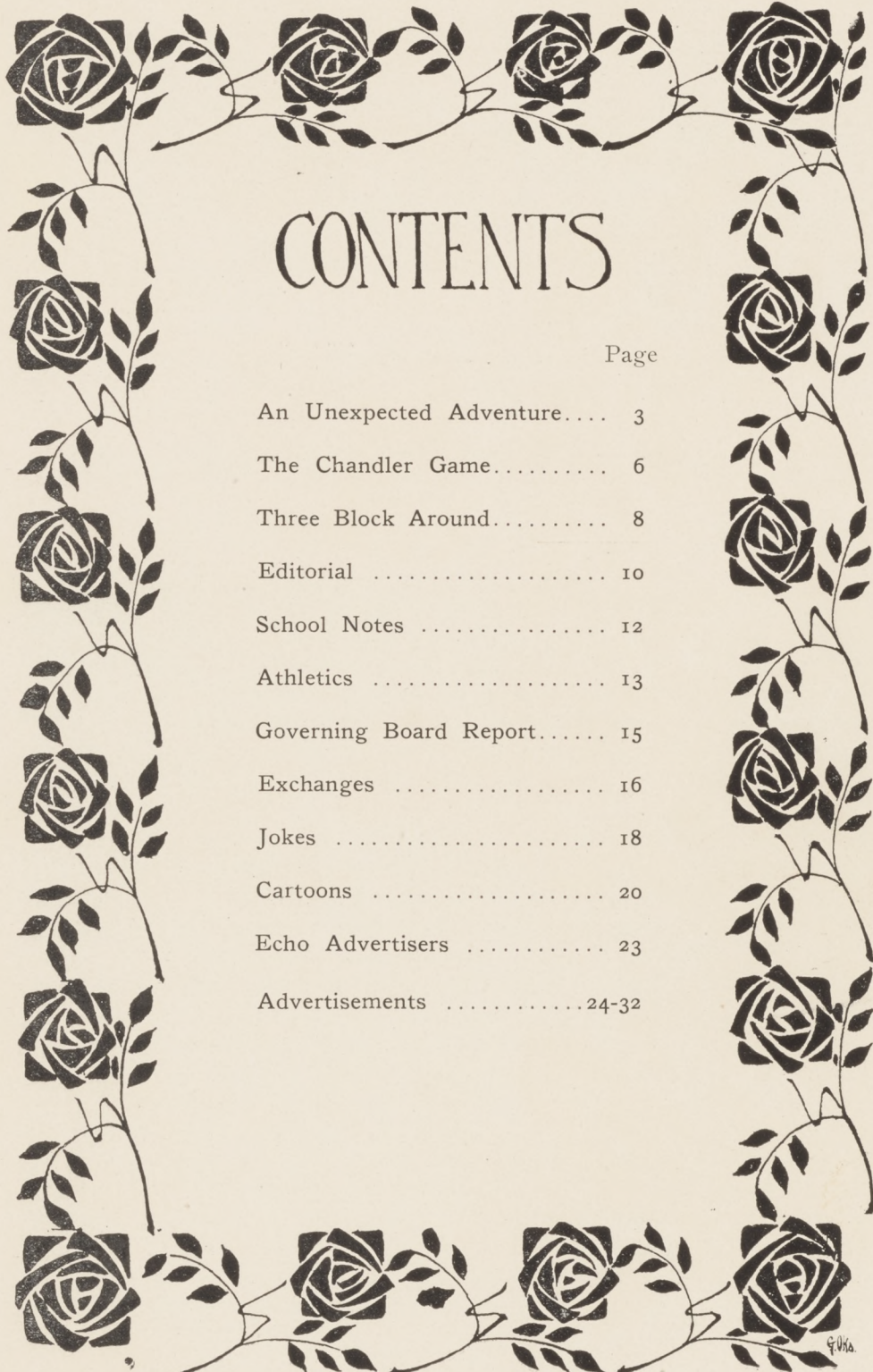
THE ECHO



November

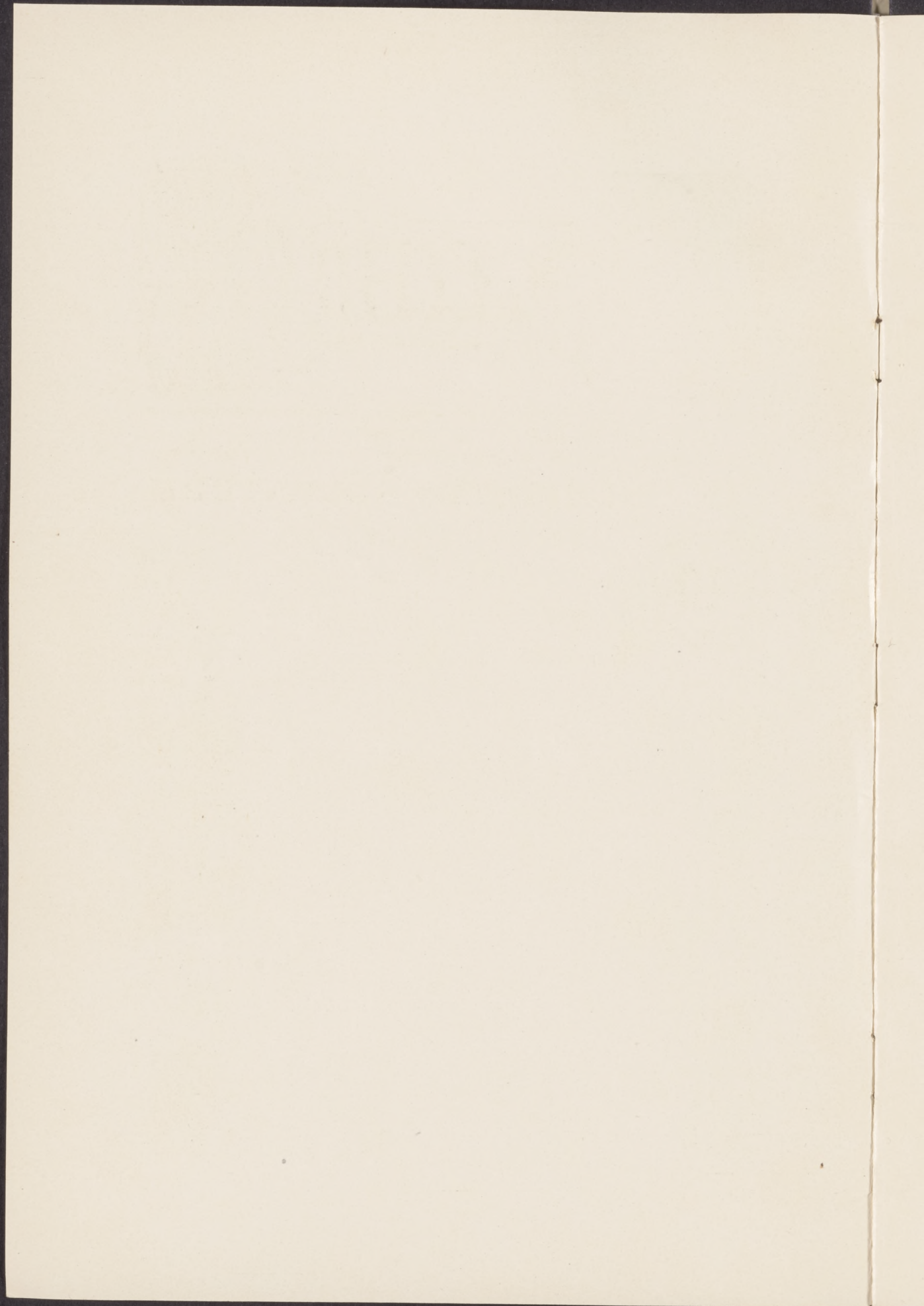
1911

SANTA ROSA HIGH SCHOOL



CONTENTS

	Page
An Unexpected Adventure....	3
The Chandler Game.....	6
Three Block Around.....	8
Editorial	10
School Notes	12
Athletics	13
Governing Board Report.....	15
Exchanges	16
Jokes	18
Cartoons	20
Echo Advertisers	23
Advertisements	24-32





VOL. III.

SANTA ROSA, CAL., NOVEMBER, 1911.

No. III.

AN UNEXPECTED ADVENTURE



WELL, here I am at last, I thought the folks never would let me come," and my cousin Gene dropped into the seat facing me, with a half-suppressed sigh.

"Did you get the tickets all right?" I asked

"Sure; I put them right here in my hand-bag."

We were bound for a visit to the little village of Cyprus, some twenty miles distant from our home in Marquette, a thriving town in the State of Louisiana. Our trip was caused by the illness of our grandmother, who had urgently requested Gene and me to visit her. The train began to move and we waved farewell to Gene's parents, standing at the station door.

The landscape, as seen through the car window, was typical of Louisiana, with its low-lying rice fields and sugar plantations of immense size with the sugar mills in the distance, suggesting dignified prosperity. After a few miles, we came to a region with a more rural appearance, and the track led through the center of an immense cypress swamp, which caused Gene to exclaim rapturously, "Did you ever see anything so perfectly beautiful in your life, Bernie? See the gorgeous red bird!" She thoughtlessly waved her hand out the window, while from her wrist dangled her old hand-bag, when—snap! the strap broke and her bag disappeared.

"Oh, Bernie, our tickets and our money! What shall we do? I meant to mend that strap yesterday, but I forgot."

To add to our discomfiture, the conductor came along and asked for our tickets. Gene told him of our trouble, and he was rather sarcastic in his sympathy. Of course, the company's rules and regulations had to be enforced and we must be put off at the next station. He told us that the next stop was Canebrake and that it was seven miles from Cyprus.

Presently the train stopped and we two miserable girls stepped out. It was nearly 5 o'clock and, as it was September, the night fell rapidly. Here we were in a lonely station, without money, friends, or hope of any kind. We could not telegraph for assistance, and it was too far to walk home. Walking

the railroad track was out of the question, because we would have to cross a long trestle, which spanned a wide morass. I am terribly afraid to cross a trestle on account of dizziness, so this plan had to be abandoned. Only one course lay before us, and we accepted it with great fear and trembling. We must follow the road to Cyprus! Several months before, we had ridden from Marquette to Cyprus in a big wagon, and even then it was bad enough, for the roads were uneven and muddy. But I am getting ahead of my story.

We started out bravely enough. At the time, Gene remarked about the sky looking so black, and I was afraid there might be a thunder storm before our destination was reached. The way presently led through a space overrun by wild grape vines. Gene turned around to see how far we had traveled, when she tripped and fell headlong into a muddy pool that was in the road. I removed the offending vine and helped her to rise. What a sorry sight she presented! Mud from head to foot, and she was crying bitterly. I did not dare to laugh, but wiped her dirty face with my handkerchief, and told her not to cry, because it would all come out in the wash.

We had little time for conversation, because our whole attention was fixed on the road before us. I thought I heard a slight rumble, and was sure of it when Gene exclaimed, "Did you see that lightning?"

I had seen it and was terribly frightened, for if there is any thing I dread it is a thunder storm. We began to run, cautiously at first, and then our speed increased. It was very dark now and the flashes of lightning, intermingled with the roar of the thunder, occurred more frequently. I shall never forget that night; the uncanny noises, the glare of the lightning, and my own unspeakable terror. It began to rain after a while—not a gentle autumn shower—but a drenching flood, of which only Southerners know the violence. We were completely soaked in a few minutes, and were gasping and sobbing from our lack of strength and violent exertions.

We had gone about four miles and we calculated that we must presently cross a wide stream. The storm had abated somewhat, and by the occasional glare of lightning, we could see the bridge over which we must pass. We advanced carefully and cautiously, for the stream of a few months before was now a raging torrent, which shook the bridge; and we were prepared at any moment to step over the edge and be drowned in the waters below.

After feeling our way over the bridge, we could see that directly in our path lay some obstruction. It was too dark to distinguish what it was, but a flash of lightning revealed a giant tree, which had probably been blown down by the storm. The trunk was rough and too high to permit us to climb over it, and we did not dare to go around the tree, because on either side of the road were "beyous" or swampy, treacherous bogs, with huge trees growing here and there in them. Besides, the country was afloat by the recent rains, and the road was only ten feet wide at the most, while the tree must have been fully fifty feet long.

Carefully groping my way along the ground in search of a possible means of escape, I felt something coil around my feet, and before I knew what was happening, I was lying on the ground. My captor showed no signs of further attacking me, so I felt to see what it could be. It was nothing

but a coil of barbed-wire! I squirmed around and the more I tried to remove the terrible thing, the worse I became entangled. "Gene, help; I'm caught and can't get away!" No answer. "Gene! Gene! Why don't you answer?" Suppose she had been hurt, or worse still—fallen in the "beyous!" I wrenched with all my might, and I was free; but alas! my poor dress was badly tattered. I felt my way back to where I thought I had left Gene, but she was not there!

The storm had practically ceased now, and the falling of the rain from the leaves of the trees to the ground below, was the only evidence that there had been a terrible storm. The clouds parted and out of the midst shone the pale moon. Its flickering light enabled me to discern a still object lying on the edge of the "beyou." It was Gene, who had fainted from sheer exhaustion and fright. I don't know how I ever did it, but I dragged her to a spot where she could lay against the fallen tree, and dashed muddy water in her face. She opened her eyes with a shudder and cried out pitifully, "I wish I were home, Bernie." That broke me up, and we sobbed together.

We thought that it must be about 9 o'clock. Everything was deathly still and we could hear the bull-frogs croaking in the "beyou"; their voices ranging from a shrill pipe to a deep bass tone. The fire-flies flickered here and there, and some inquisitive mosquitoes made their presence known by buzzing around us. These insects seemed to be of a very large size and there were millions of them. We beat them off incessantly, but they were persevering and began to settle on us. In less time than it takes for me to tell about it, our hands and faces began to swell from being bitten in so many places. Gene suggested that we put some mud on the spots. That did prove some relief and prevented us from scratching the bites when they became so burning and sore.

The whip-poor-wills in the trees began their plaintive cry. Everything seemed lonesome that night, perhaps I was rather delirious, but when the bird sang "whip-poor-will," I could see the bird shedding tears over the prospect. The sweet song of the nightingale cheered us, as we sat alone in the dismal spot with only each other for protection.

We were just dozing off, when Gene whispered, excitedly, "Listen, Bernie! there is a lost baby crying over there beyond the bridge."

I listened and heard the sobbing wail of a child. Gene was about to give an answering call, but I closed her mouth with my hand, for I heard another cry from the other side of the "beyou." "Mercy, Gene, it's a wild-cat! What shall we do? Suppose it should come near us?" Gene screamed, and the next moment we could hear the animal rushing rapidly away down the road. There was a slight rustle in the grass near us, and I thought of snakes. I noticed that Gene sat down again quickly and drew her feet up under her. When I think of all that we passed through that night, it's a wonder that I'm still alive to tell about it.

We fell asleep after awhile and did not wake up until the first faint rays of morning had streaked the eastern sky with a beautiful pink glow. We felt stiff and tired, but with the dawn of a new day came fresh hope and new courage. We laughed heartily when we saw how we looked. Our

clothes were muddy, wet, and tattered, while our faces and hands were swollen and red.

In the distance we could hear singing, and we cried together, "Somebody's coming!" The jingle of bells was heard, too, and then we saw a big four-mule team coming along the road. It soon crossed the bridge and stopped when the fallen tree was reached. The driver was a burly negro, who whistled when he saw us. There was another negro astride the leading horse. "Good mornin', young ladies. You all is up early." He was pleasant looking and we instinctively trusted him, for he was very kind to us, and when he heard our troubles he was deeply sympathetic. The teamsters had been prepared for accidents and had brought axes and ropes with them.

The mules were quickly unhitched, and by means of the strong ropes, in a trice the great tree had been jerked lengthwise. The wagon was an immense one and carried a load of sugar cane. We found that they were going directly to grandmother's home, and, nothing loath, we climbed on top of the sugar cane and chewed some of it, for we were nearly famished.

After a time, we came to Cyprus and passed through the streets, singing with the negroes. We came to grandmother's place and there stood the hired man and grandfather, who laughed heartily when they saw who was making the awful commotion. Our experiences were soon told and we were given a joyous welcome. Grandmother was quite a bit better and helped cook a big dinner in honor of our arrival.

Sometimes Gene says to me now: "Oh, say, Bernie, do you remember that night?" and I invariably reply, "Well, do I?" —E. G. '12.

THE CHANDLER GAME



THE girls of the Jackson High basketball team were gathered in an excited group around a tall girl, Zora Winters, the captain of the team. She was saying, "Girls, what shall we do? Margery says that Miss de Chane will not let her play until she makes an S record in French, and you all know that Margery never will do that. She can't learn French any more than an infant can. If it weren't for that Chandler game, things wouldn't be so bad, but I do want to win that game and the tenth is only three days away. There isn't anyone who can goal like Margery, and, we haven't a substitute. You all know that if those Chandler girls win, we lose the cup, so we've got to win, that's all."

"Margery is in Miss de Chane's room crying her eyes out, but that's all the good it will do. When Miss de Chane says a thing, she means it, and she doesn't like basketball anyway, so there isn't any hope." At this, Clara Brewster, Margery's chum, slipped away to comfort her friend, while Zora continued, "The thing for us to do is to find a substitute. Is there a freshman girl who can goal? Do try to think of someone."

Just then Belle Castlewood, a new girl from Wilmington High, passed the group of girls and her eyes grew bright, as she heard the word, goal!

Magic word! What dear old times it recalled when she was among friends, and not a stranger. In the midst of her reverie the bell rang and the girls trooped into the study hall.

After school, as Margery was leaving the study hall, she noticed that the "new girl," as she was called, looked lonesome, so, in spite of her own trouble, she stopped to talk. Finding herself telling Belle all about Miss de Chane's meanness and the dilemma of the team, Margery inquired, if Belle knew anything about basketball.

"I played at Wilmington," was the reply.

"What did you play?" asked Margery, eagerly.

"Side-center," answered Belle.

"Oh, how I wish you could goal," said Margery, disappointedly.

Belle thought a minute and then said doubtfully, "I used to substitute as goaler sometimes."

"Come and practice this minute," commanded Margery, and pulled her toward the girls' gymnasium, where the members of the basketball team were resuming their discussion of Miss de Chane and possible substitutes.

"I've got a substitute," cried Margery, triumphantly, as she entered.

"Who?" cried everyone.

"Miss Castlewood," answered Margery. The girls looked blank. Zora had always looked down on the "new girl," because of Belle's shabby clothes, so the substitute was coldly received.

"Can you play, Miss—er—?" began Zora.

"Wait a minute," interrupted Margery, "and you can see. Come on Belle and get into my suit."

Arrayed in Margery's suit, Belle was given the ball. Outwardly cool, but inwardly shaking with fear, she threw at the basket, then held her breath lest the ball fail to go straight, but it dropped lightly into the basket. A sign of relief was heard. For over an hour Belle practiced. Her playing was not brilliant, but, as Margery told Zora, since no one else could do so well, they must use Belle in the Chandler game.

The next three days were busy ones for Belle. For over an hour each night she practiced, and the girls were beginning to feel more confident in their substitute.

On the evening of the tenth, the gymnasium was crowded with spectators, as this game was the greatest event of the year in girls' athletics. The girls of the visiting team were practicing before the game, when the Jackson girls came onto the floor. The crowd cheered for Jackson, and the Jackson girls yelled for Chandler. Then they began to warm up and Belle threw the ball neatly into the basket. As she aimed for a second goal, a Chandler girl bumped awkwardly into her and she fell heavily to the floor.

The teams crowded around Belle, who laughed gaily and attempted to rise, but fell back with a groan. She was carried into the dressing-room and a doctor was summoned. His verdict was that Belle must remain in bed for several days. At this, a murmur of disappointment arose from every lip.

(Continued on Page Nine)

THREE BLOCKS AROUND



UB lay sprawled on the soft green grass. His elbows were deep in the sward, and his chin rested in his hands. A deep frown was on his face. Bub was puzzled. Jed hadn't been with him very much lately. A long, low whistle floated over the campus, and Bub bounded over to where a tall, well-built youth awaited him.

"Hello, Bub; you're looking solemn. What's up?"

"Oh, nothing," was the reply. "But I was just wondering why you never play with me after school; you always hurry right off, and say you have to go home; but you always go three blocks out of the way."

Jed looked uncomfortable. "Been spying, eh?" he asked good-humoredly. "Come," he added, "let's take a walk."

"Don't walk so fast," panted Bub, "this isn't a Marathon, I hope."

"Oh, 'scuse me, but I was thinking of the field meet, Saturday. I was wondering if I could get a little man about your size to run errands for me then. You know I'll be busy that day. My errand-boy will have to 'tend strictly to business; he shall have class-colors, spending money and his fare paid. Won't you come, Bub?"

"Oh-h-h, me?" gurgled Bub. Then all the joy fled as he said, slowly, "Why I—I'm afraid not. Mama is so afraid I'll get hurt." And he sighed a monstrous sigh. It was terrible to think he, 'most thirteen, had to be tied to his mother's apron string.

"Oh, Sylvia will take care of you. She said she would be glad too."

"Hurrah! Do you mean that pretty girl, who doesn't wear rats or tight dresses? Mama will let me go now, I'm sure," cried Bub in one breath.

"Really, do you think she's pretty, Kiddie?"

"Who?" puzzled; "oh, you mean Sylvia? Hm-m-m—I think she's a—a—well, she's awfully pretty. Can I really go? Hip-hip-hurray!" And Bub capered all about, forgetting he was tired.

The next few days were blissful ones. Bub got acquainted with all the members on the team. Jed was captain, and whatever belonged to the captain was revered among the boys.

Bub saw Jed only when the latter was practicing on the track in the evenings. Every afternoon, immediately after school, Jed always had to take his books home by the "three-blocks-around" way. He just got back in time to get into his suit, and on the track, for the first signal.

One night, Jed didn't go three blocks around. He didn't even take his books home. He forgot all about his training for Saturday. He was cross, when Bub asked what was wrong, and he sat at his desk, trying to study an inverted Caesar.

That evening Jed took Bub for another walk. It was the first since that eventful night, when he had been promised he could go to the meet. Jed's scowl grew darker and darker and his hands went down deeper and deeper in his pockets as the two walked along. Presently, Jed turned and said:

"Say, Bub, I'm awfully sorry, but you can't go Saturday; Sylvia isn't going." An unmanly lump rose in Bub's throat, but he said nothing. The walk was finished in silence.

Friday, Bub slipped away after school to the cool, green park, with his trouble. The big lumpy feeling inside rose higher and higher. He flung himself on the grass and gave vent to one big sob. Jed had said that only babies and girls cried, but Bub didn't care now. He lay there quietly for some time, wondering what he would do the next day, when someone sat down on a nearby bench.

"Why, Bub, are you here? I thought you would be getting ready for tomorrow." It was Sylvia who spoke.

Bub drew nearer. "I can't go," he said.

"Why?"

"Because you can't. Oh, I did want to go so much." And Bub told her all.

"And so you can go, if I go?" asked Sylvia.

A tall boy, his head down, his hands in his pockets, was coming toward the place where they were. On hearing voices, he looked up. It was none other than Jed.

He turned away hastily, but Bub called to him, "Jed, come here. I want to ask you something." Jed came slowly. "Have you found another errand-boy?"

"Not yet, Bub." Then, turning to Sylvia, he said, "Wont you please come? Bub and I want you to dreadfully; don't we, Bub?"

"You bet we do. Please go," said Bub, hopefully.

"Well (very slowly), it would be too bad to disappoint Bub, so I'll go." That night Bub had no objection to "three-blocks-around."

(Continued from Page Seven)

"The Chandler game must be given up," was the thought. Suddenly, Belle cried, "Miss de Chane is here with a gentleman. Girls, go and make a final appeal. Tell her I can't play, so the game is off."

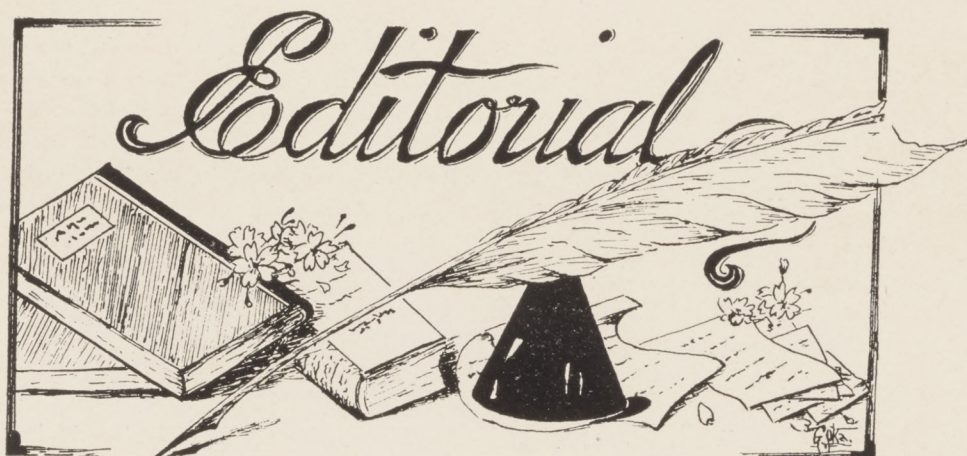
"Miss de Chane here with a man!" screamed Margery. "Who on earth would look at her? But come on, let's ask her."

When the girls approached Miss de Chane with their request, she flushed and hesitated, but her escort said, "Oh, let the young lady play, dear. We want to see the game." Miss de Chane yielded at once.

Back in the dressing-room, Margery sank on the floor in a pretended faint. "He called her DEAR," she gasped, and then ran for her suit.

The game was a brilliant success. With Margery as goaler, the score was 10 to 5 in Jackson's favor. The girls were filled with rejoicing, but could not recover from their surprise that Miss de Chane had let Margery play. In the morning they received a second surprise. Miss de Chane's engagement to Mr. Harry West was announced in the morning paper. Margery said that she would always thank him for the victory over Chandler High.

—H. B. '12.



THE ECHO is published once a month during the school year by the students of the Santa Rosa High School.

Entered at the postoffice at Santa Rosa as second class mail matter.

SUBSCRIPTION RATES: One Year, One Dollar. One Term, Fifty Cents. Single Copies, Fifteen Cents.

Advertising rates furnished upon application.

EDITORIAL STAFF

Laverne Sutherland.....	Editor-in-Chief	Mary Thompson	Josh Editor
Edith Sanford.....	Literary Editor	Helen Cochrane	} Assistant Josh Editors
Raegan Talbot ..	} .Associate Editors	Mildred Turner	
Dorothy Westrup		Bernice Hocker	
Hattie Brand		Louis Towne ...	
Dagney Juell		Roy Simpson	Exchanges
Robert Slyter.....	Athletics, Boys'	Reyna Berka.....	School Notes
Mary Coleman.....	Athletics, Girls'	Roy Simpson	Governing Board Report

ART STAFF

C Gore	R. Wallace	G. Oka
Elmer Fresher	Business Manager	

Yes, the time is almost here. The time when every student realizes that he is a part of the school and that it is his duty to improve existing conditions about it. We are now becoming aware of the fact that what the school is and does rests entirely with us; that the success of all our activities and the good name of our school depend solely upon us. The faculty lead and we follow; for have they not been over the road and learned the easy routes? However, the faculty can do nothing without the support of the scholars; for what can a general accomplish without a loyal army? When the students grasp this idea, our worst trials are over. That this fact is being impressed upon most of us, is shown by the eager way in which all of our school activities are being supported. Our track team, for instance, was se-

lected from an unusually large number of aspirants. Their work during the past season could not be of a more praiseworthy nature, since they have won every meet that they have entered. From the enthusiastic rooting section present at the meet held in Santa Rosa, it was evident that the school as a whole was with the team in spirit.

At the present time, football occupies the largest share of attention. Two full teams are at work. Although not more than two games will be played, the fellows are working as hard as if a State championship were at stake. Basketball is also being loyally supported, as a large squad is daily at work. The girls' basketball team started the ball rolling in the right direction by winning the first game of the season. Judging from the earnest manner in which these teams regard their work, it is plain that they realize that no school will support a losing team and are determined to win.

The Echo has never before been on such firm footing, especially financially. The subscription list is the largest in the history of the paper. The issues have been increased eight pages over those of last year. The bazaar, given for the benefit of The Echo, was a great success, due to the business-like way in which it was regarded by the students. The recent story contest conducted by The Echo proves that even the little things will not be neglected.

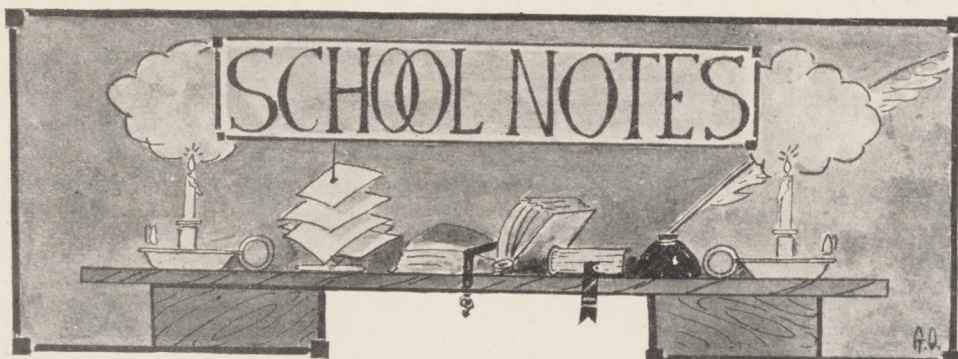
Since debating has been adopted by the S. N. S. A. League, we have developed several orators who are going to make other schools sit up and take notice. Our orchestra and glee club are doing excellent work. In the scramble for literary and athletic honors, music will not be forgotten.

The Governing Board, too, has become progressive and assumed legislative as well as executive powers. The old Constitution of the Student Body has been found too unwieldy under the existing state of affairs, so a committee has been selected to revise it.

We have shown the School Board that we mean business, and that we can do things, if we wish. Furthermore, we have proven to them that we could do much better, if we had the facilities. They have given us a new annex, for which we are duly grateful; but we want even more. We will work for it. We want that new track; we might also mention that there would be plenty of space, within the circular track, for a tennis court.

As we said before, we are willing to work for all of these things. We are trying to take care of the things given us; but we are laboring under difficulties. There are a few among us who have a misplaced sense of humor. Their pranks are stumbling blocks to real success. These people are to be classed with the man who rocked the boat. When people are old enough to attend high school, it is supposed that their minds are sufficiently matured to realize what a school is for and how to treat school property. Some people never grow up and the school as a whole should not be judged by these few.

Just a word in conclusion: let's reform, turn over a new leaf, wipe off the slate, muzzle the "rough-necks," or anything to keep peace in the family. If we don't, the Board will put the lid on tight, and we can whistle for our new track,



During the month of October, the usual Wednesday morning programs afforded much pleasure.

The numbers on the program of October 4th were:

Vocal Solo, "I'll Change the Thorns to Roses".....Ruth Dickson
 Piano Solo, "Heart to Heart".....Crystal Lambert
 Vocal Solo, "Deep in My Heart Beloved".....Helen Fraser
 Piano Solo, "Second Waltz".....Margaret Forsyth

On the afternoon of the sixth, the students of the school held a Rally to arouse enthusiasm for the field day. The Girls and Boys' Glee Club gave numbers. Some members of the faculty, and of the track team gave addresses, encouraging the boys who were in the team.

Many school yells were given. Galen Lee proved himself to be an energetic yell leader.

S. R. H. S. won the field day, but mention must be made of the rooting section. Not only a large number of students from other schools were present, but S. R. H. S. students certainly made a good showing. Each rooter had a megaphone and the school colors, so that the Santa Rosa High School section could not be mistaken.

On Thursday morning, the twelfth, Mr. Chapin, violinist, and Mr. Holbrook, as accompanist, favored the school with three solos.

Serenade Schubert (Remenyi)
 Canzannetto A. D. Ambrosio
 Der Sohn de Haide.....Keler Bela

On the twenty-fifth, Leona Nesbit gave the entire program. Her numbers were selections from the opera of Rigoletto, arranged by Liszt and Andante; finale from Lucia de Lammermoor, by Leschetzky. Her playing was thoroughly enjoyed by everyone in the assemblage.

The school orchestra played for the Student Body on the twenty-seventh. We hope to hear more from them.



S. N. S. A. L. Meet

After an exciting day, the Sonoma, Napa and Solano Athletic League field meet, held in Napa on October 21, was won by Santa Rosa with a score of 65 5-6 points. Napa was second with 34 5-6 points; Petaluma, third, with 29 1-3; Vallejo, fourth, with 3; and St. Helena fifth, with 1 point. Two league records were broke, the hammer throw by King (S. R.), and the pole vault by Lambert (S. R.) Summary:

Mile Run—Falconer (N.), first; Chapman (S. R.), second; Slyter (S. R.), third. Time, 4:55 1-5.

880 Yard Run—Raymaker (P.), first; Falconer (N.), second; Miller, (S. R.), third. Time, 2:13 2-5.

440 Yard Dash—Clark (S. R.), won; Raymaker (P.), second; Lowery (N.), third. Time, :55 3-5.

220 Yard Dash—Wilson (S. R.), won; Harris (N.), second; Dorroh (P.), third. Time, :24.

100 Yard Dash—Wilson (S. R.), won; Harris (N.), and Bettini (S. R.), tied for second. Time, :10 3-5.

50 Yard Dash—Wilson (S. R.), won; Bettini (S. R.), second; Harris (N.), third.

220 Yard Hurdles—Walters (P.), won; Gore (S. R.), second; Bruck (St. H.), third. Time, :28.

120 Yard Hurdles—Gore (S. R.), won; Robertson (N.), second; Adams (P.), third. Time, :17 4-5.

Discus Throw—Robertson (N.), won; E. Robertson (P.), second; Lambert (S. R.), third. Distance, 92 ft. 5 in.

Hammer Throw—King (S. R.), won; Gildersleeve (N.), second; Gladden (N.), third. Distance, 139 ft. 10 in. New league record.

Shot Put—Lambert (S. R.), won; F. Robertson (N.), second; E. Robertson (P.), third. Distance, 41 ft. 10 in.

High Jump—Walters (P.), and McDonald (V.), tied for first; Gladden (N.), and Miller (S. R.), tied for third. Height, 5 ft. 3 3-4 in.

Broad Jump—Lambert (S. R.), won; Adams (P.), second; Dorroh (P.), third. Distance, 19 ft. 1 3-4 in.

Pole Vault—Lambert (S. R.), wone; Mayfield (N.), second; Walters

(P.), and Pederson (S. R.), tied for third. Height, 11 ft. 1 in. A new league record.

Half Mile Relay Race—Santa Rosa won; Napa was second, and Petaluma, third.

BASKETBALL

The basketball season has opened in earnest. A large number of "hopes" are hard at work under Captain Wilson's directions. Monday, Wednesday and Friday are the regular practice days. The "vets" of past seasons who are at work now are Lee, Wilson, Miller and R. Jones. These, together with recruits from the "green" material, will make a good, snappy team. We would like to see each year represented by a team so that interclass games can be played. The first game is scheduled for November 24.

BASEBALL

Basketball was not taken up by the school until late in the season, as track work interfered with it. Several games played between the Freshmen-Sophomore team and the Junior-Senior team, proved exciting. Lee and Maroni pitched excellent ball, considering the practice had. All members of both teams showed up to good advantage.

FOOTBALL

Football was taken up after considerable debating. From thirty-five to forty men are practicing faithfully. Rugby is being played this season, and as it is new to most of the fellows, considerable time is given over to mastering the rules of the game. Several practice games have been played between chosen teams. Manager Clark has been arranging for a Thanksgiving Day game with Napa. F. McConnell is coaching the boys with good results. His work is appreciated by all. A. W. Scott spent several evenings at the Armory, instructing the squad in the rudiments of Rugby. Mr. Scott is a capable instructor, as he has an enviable reputation as a football player.

Girls' Athletics

The school congratulates the girls on their hard-won victory over their old rival, Healdsburg High School. The game was played on October 16, and the score, 15 to 9, was not so easily won as the majority in our favor would seem to indicate. Miss Snee, who refereed the Healdsburg game, is coaching the girls, and under her training they are doing good work. The girls are now practicing in the hall, and their work shows the effect of a good floor.

A double game will be played in Santa Rosa on November 24. The girls will play Analy High, and the boys' team will play Wilmerding High. We want a good crowd of rooters at these games, as nothing helps like an enthusiastic rooting section.

Governing Board

October 17, a regular meeting was held. The manager's report of The Echo for September was read and accepted.

Fifty cents was allowed for clamps for vaulting standards.

The track team, Mr. Steele, and one rubber were allowed expenses to Napa.

One dollar and fifty cents was allowed for rub-down used at the N. W. S. L. meet.

A regular meeting was held October 24.

Official's expenses to Napa of \$1.80 were allowed.

The girls' basketball team was allowed \$3.20 expenses to Healdsburg Friday.

Allowed to purchase a football.

The finance committee held a meeting October 26. All members were present.

A motion to veto the purchasing of a football on account of the nearness of that season closing and the opening of basketball season, was carried.

A motion approving of the paying of officials' expenses to the recent field meets was carried.

A motion approving of the girls basketball team's and a chaperon's expenses to Healdsburg was carried.

A motion to purchase a football was seconded and carried.

A motion to reconsider the veto of the finance committee concerning football was made and seconded. The motion carried.

A motion to disapprove of the finance committee's veto was made and carried.

A motion to vote by ballot was carried.

A regular meeting was held October 31.

A motion to grant three girls their "S" was not carried as five games have not been played this season.

A motion to remodel the constitution was carried.

Discussion followed as to who should compose the committee.

A motion to have three members of the faculty and one from each year compose the committee, failed to pass.

A motion to vote by ballot carried for above motion.

A motion to have three members of the faculty, one representative from each term, one from each activity, with each having one vote, was carried.

The following were granted their "S": J. Coon, F. Argyle and A. Bettini.



We hope by criticising, that we may help others to eliminate the continual mistakes; they in turn must aid us. How good it feels to pick up an exchange and find no glaring mistakes.

If the editor and manager of any paper stop to consider their particular arrangement many of the mistakes would not appear.

Why not try and make this department one of praise rather than of so much criticism? Try and profit by others' advice.

From Salinas City comes **El Gabilan**. Why continue the advertisements in the front? You have plenty of room in the back; but, of course, it may be the cash value. Your material and cuts are good.

The Pohob, Elko, Nevada: Your table of contents is out of place. Do you believe in placing advertisements in the front, or do you do it for the cash value. Several of your advertisements are missing. A few department cut headings would improve your book. Why continue stories? What material you have is good.

Tattler, North Div., Milwaukee, Wis. (October and November): You do not seem to realize the value of a table of contents. Your appearance when first opening your journal is that of a cheap magazine, because of those advertisements. Your general arrangement is not of the best. We are sorry to note your exchange editor accused us of plagiarism. We think it an injustice.

A well-arranged book, **Purple and White**, Madera, Cal. How often do you issue your journal? Your material is good.

From Marion, Iowa, comes **The Quill**. You show improvement. Why place your editorial first? A letter addressed to the editor of this department will bring you some suggestions as to how to overcome your present financial stringency. "We were there," and will be glad to tell you how it was overcome.

The Clarion, Appleton, Wis.: Where is your table of contents? Your departments are not all represented. A business manager with two assistants should not have so many blank spaces among his advertising section. "Get out and hustle; you can get 'em if you try. The co-operation of the staff is a fine advancement.

Collegian, Texas Chicago University, Fort Worth, Texas: Your material is good. Your editorial is all that saves you considerable criticism.

From Portland, Oregon, we received **The Cardinal**. What excellent material you have. We certainly admit you have a hustler for a business manager; but why put on such an elaborate cover if you are going to cover it with advertisements? Don't you think they cheapen your appearance? Come again.

The Bulletin, Steubenville, Ohio, is a good paper for its size. Ad. and exchange department: You have the correct outline for a school paper. Your material is good.

Mercury, Milwaukee, Wis.: You seem to ignore your exchanges in regard to advertisements in the front of your book. A few more stories and less club "doings" would improve your literary department.

Manzanita, Watsonville (October): You are an excellent representative of your section of the State. Sprinkle a few joshes among your advertisements. It improves their value. "What Every Woman Knows," makes us apple hungry. Come again.

The Toltec, Durango, Colorago: You seem to show some improvement. Why let one of the faculty act as one of your literary editor? Is not your paper intended to aid students along that line? Your material is good.

Freshmen do be happy,
 Cheer up, and dry your eyes;
 And take advice from someone
 Experienced and wise.
 'Tis hard to have to write in ink,
 And never make a blot;
 'Tis hard to go to class and fail on
 Something you forgot.
 'Tis hard to keep awake all night
 With lessons pages long;
 With Algebra, say fifty rules,
 And then to get them wrong!
 With History, one chapter, too,
 And German to write out,
 Or Latin you can never do,
 (And none of you too stout!)
 We know it isn't one bit nice,
 A dreadful measly shame;
 But Freshmen take our good advice,
 Cheer up and just be game!
 —Ex.



Now is the time of the year that the josh editors are busy gathering next year's supply of chestnuts. Some of these may seem stale, but next month you will get the new crop.

If Frank is a flirt, is Leatha a Spooner.

If Noonan is old, is Earl Young?

If Bud is a Berry, is Kathryn a Logan?

If a ton is two thousand pounds, how much is a Shel-ton?

If a barn-dance, will a dish rag?

If Bernice carried kindling would Esther Packwood.

If there were a cloud-burst, would Charles Parrish? (No chance.)

There was a maiden named Mary,
And she was so very contrary.
"I'll be an old maid,"

She joined the brigade,
And now she teaches—does Mary.
—M. C.

The Difficulties of the John Editor

Jokes are hard to find,
Poems hard to rhyme;
But we rake our binds
For poems that are crimes.

Miss Wylie—What did the ancient Egyptians know about science?

Forest Quick—Oh, they knew a lot about biology.

Miss W.—What did they know about biology?

F. Q.—Oh, they knew how to count stars.

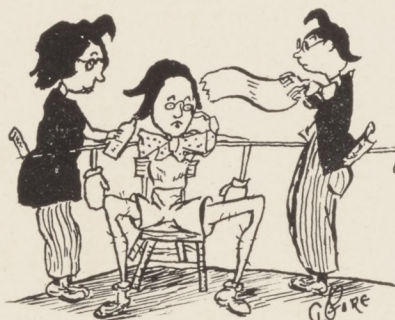
Truly Condenses

Florence L.—Do you buy condensed milk at your house?

Madge W.—I guess so; papa orders a quart a day and the milkman condenses it into a bottle that holds about a pint.

Bud Berry—I asked if I could see her home, but she only said she'd gladly send me a picture of it.

OUR GREAT ORATOR "FAT CAMERON"



The Orator's Corner
Here we see "Fat Cameron"
Debating is his joy,
We'll 'let him alone' for he is on
To every Freshie Boy.

Miss O'Meara—Please explain the term vice versa, Norman.

Norman McP.—Why—a—sleeping with your head at the foot of the bed.

Latin

Haec in Galliam important,—hike into Gaul—it's important. —Ex.

Hattie B.—I think old maid sounds awfully cranky. I'd much rather be called batchelor girl.

Friend—Oh! of course, we all know you'll love to be a batchelor's girl.

Freshie—They say this fellow Lingenfelter has all the girls stuck on him.

Soph.—Who said so?

Freshie—Well—let me see. Oh, —yes; it was Lingenfelter himself.

DANCING CLASSES

Miss Maryee Wilkins re-opened her
Dancing Classes in

NATIVE SONS' HALL

on Friday, October 6

Juvenile Classes at 4 P. M., High
School Students at 8 P. M.

Boot Black—Shine your boots, sir?

Bill B.—No.

Boot Black—Shine 'em so's you can see your face in 'em.

Bill—No, I tell you.

Boot Black—Coward.

Bill Bagley was seen going down the street the other day gesticulating and singing, "What goes around a barrel?—Whoops, m'dear."

"Don't take that fellow on your football team; he's a perfect grouch"

"But what we want is a good kicker."

There was a young man named
Leroy,

Athletics to him were a joy;

In running the mile

He wore a broad smile,

This unusual fellow Leroy.

HAVE YOU TRIED

Jacobs'

JAR TAFFIES?

IF NOT?

WHY NOT?

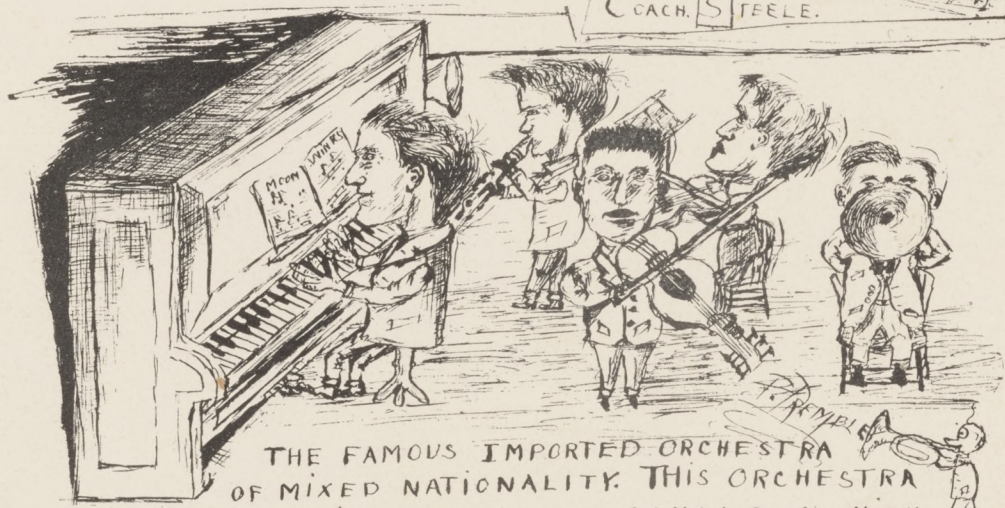


LAMBERT + CLARK.

CLARK; I THINK I WILL LEARN TO PLAY RUGBY.



GO BANG.
C. CACH. S. STEELE.



Things We Hear Every Day

Mr. Searcy—Now, notice.

Mr. Steele—Now, let's see.

Mr. McConnell—That's the idea.

Miss O'Meara—Don't all speak at once.

Miss Smith—Oh, that's easy.

Miss Crane—Now, look here:

Miss Abeel—Too much talking down there.

Miss Wirt—O-o-o-oh!

Miss Leddy—Now, let's see about the grammar.

Mr. Searcy—Zilla, what is a vacuum?

Zilla M.—I can't just describe it, but I have it in my head.

Miss O'Meara—Is that chewing gum in your mouth?

Clark—Yes, ma'am.

Miss O'Meara—Give it to me.

Clark—Wait and I'll give you a piece that isn't chewed.

Genevieve C.—The dentist said I have a large cavity that needs filling.

Charlotte B.—Did he recommend any special study?

Hi, diddle, diddle,
Bill plays the fiddle;

Weston plays the piano some;
Paul plays the loud cornet;
Talbot plays the clarionet;
And all we need is a drum.

Corporal (to private on guard duty)—Your rank?

Private—I know it.

What an eavesdropper heard Miss Wylie say in Com. Eng.:

Me and him seen her when she done it.

He left without hearing any more.

She Was Muscular

"The captain swam ashore," reported a country newspaper, of a wreck, "as did also the stewardess. She was insured for \$15,000, and carried 200 tons of pig iron.—Ex.

Carrie St. Clair—I don't like to sit in the front row.

Mr. Steele—That's a good place to be—near the fountain of knowledge.

Miss O'Meara (Eng. II.)—What does "Et tu Brute" mean?

Genevieve C.—Oh, you brute—I guess.

Florence L.—Mama, there's a man at the door with a wooden leg.

Mrs. L.—All right, but go tell him we don't want any today.

Tell me not in mournful numbers,
Physics is an easy stunt;
For the soul that always slumbers,
Never wakes until he's flunked.

—Ex.

Tel. 342 Orders Called for and Delivered

**HAMILTON'S
SANTA ROSA GROCERY**

STAPLE AND FANCY GROCERIES

SELECTED FRUITS

317 Mendocino Avenue

Santa Rosa

**CRYSTAL CLEANING and
DYEING WORKS**

OLDEST AND BEST

ALL CLEANING BY DRY PROCESS

721 Fourth Street

'Phone 124

Absence makes the marks grow rounder.

Beware! Freshie, don't cut.

Freshie—Mamma, what is a spinster?

Mamma—A woman to be envied, but don't tell papa I said so.

Mr. Steele (Hist. IV.)—What dish did the Colonists learn from the Indians?

Don C.—Macaroni.

A Freshie whose name was Entz-minger,

Who thought himself a singer;

But on day a big Soph.

Threw him in the trough,

No around the Glee Club he doesn't linger.

Hattie, McKinney & Titus

COMPLETE HOUSE FURNISHINGS

Everything at one price, and that price RIGHT

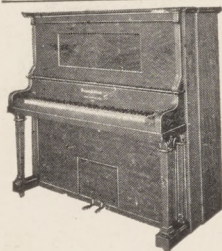
304 FOURTH STREET, SANTA ROSA

Miss Wylie (Eng. I.)—What is a pedagogue?

Helen L.—A pedagogue is an animal with four legs.

Doc—What do you know about the microbe family?

Bright Student—My parents always told me not to gossip about my neighbor's affairs. —Ex.



BEFORE BUY-
ING YOUR
PIANO GET
PRICES FROM

SONOMA
VALLEY MUSIC
COMPANY

516 Fourth Street
Santa Rosa

Esther P.—Do you know most girls are just crazy for a hobby?

Thelma D.—Yes, and most all are crazy for a hubby, too.

Myrtle P.—Why, I thought you took German II. last year?

Gertrude L.—I did, but the faculty encored me.

Paul L.—Did you have a good time at the party?

Ned L.—How could I when I promised mother I'd behave myself.



The Board is going to screen the study hall so that "Buck" can enjoy his rest in peace.



535 FOURTH ST. SANTA ROSA, CAL.

ECHO ADVERTISERS

- ATTORNEYS**
 Marvin T. Vaughan
 Phil and A. B. Ware
- ART GOODS**
 Bruner's Art Shop
- BANKING**
 Santa Rosa Bank
 National & Union Trust-Savings Bank
 Savings Bank
- BARBER SHOPS**
 Spooncer Bros.
- BAKERIES**
 American Bakery
- BUGGIES, ETC.**
 A. Trembley & Co.
- CYCLERIES**
 Cordingley's Cyclery
 Marlatt's Cyclery
 Schelling's Cyclery, and Garage
- CANDIES**
 Greek-American Candy Kitchen
 Jacobs' Candy Store
 Skinkle's Candy Store
- CLOTHIERS**
 Dibble's—Women's Outfitters.
 Brooks Clothing Co.
 Hodgson-Henderson Co.
 Keegan Bros.
 The White House
- CONTRACTORS**
 Hoyt Bros.
 Simpson & Roberts
- CLEANING & DYEING**
 Crystal Cleaning & Dyeing Works
 New Method
- DRAYAGE**
 Lee Bros. & Co.
- DOCTORS**
 Dr. Howard
 Downes & Connolly
 P. A. Meneray
 McLeod
 J. W. Scammell
 Reed & McCoughy
 Nelson
 Wyland
 J. Temple
 Cline
 D. P. Anderson
 Hoffer
 Bonar
 Mallory
 H. J. Trachman
- ENGRAVING**
 Commercial Art Co.
- DRUG STORES**
 Luttrell's Drug Store
 Hahman Drug Co.
 St. Rose Drug Store
 Juell's Drug Store
 Belden & Upp, Druggists
 Farmer's Drug Store
- FISH MARKETS**
 Sonoma County Fish Market
- FURNITURE**
 Santa Rosa Furniture Co.
- FLORIST**
 Fred Grohe
- FUNERAL DIRECTOR**
 C. & F. Welti
- FLOURING MILLS**
 Santa Rosa Flouring Mills
- GROCERS**
 Griswold's
 J. P. Fitts' Grocery and Bakery
 Sonoma Co. Fruit & Produce Co., Inc.
 Hamilton's Grocery Store
 Kopf & Donovan, Grocers
 N. Bacigalupi & Son, Grocers
- HAIR DRESSING**
 Elite Hair Dressing Parlors
- HARNESS SHOPS**
 Belden & Hehir, Harnesmakers.
- HARDWARE**
 Dixon & Elliott
 J. C. Mailer Hardware Co.
- HOSPITALS**
 Mary Jesse Hospital
- JEWELERS**
 E. R. Sawyer
 John Hood
- LUMBER YARDS**
 Fitts' Lumber Yard
 Berka's Lumber Yard
- MILLINERY**
 Miss Lambert's
- MUSIC STORES**
 Sonoma Valley Music Co
 Geo. Ira Downing (representative
 Sherman Clay & Co.)
- OPTICIANS**
 Lawson & Rinner
- OIL**
 Independent Oil Co.
- PRINTERS**
 The Press Democrat
- PICTURES**
 Shaw's Photo Gallery
- RESTAURANTS**
 Bianchi Bros.
- SANITARIUMS**
 Katherine
- STATIONERS**
 Temple Smith
 C. A. Wright & Co.
 Hosmer & Son
- SODA WORKS**
 Rose City Soda Works
 Santa Rosa Soda Works
- SECOND-HAND STORES**
 Hattie, McKinney & Titus
 Gardiner Bros.
- SHOES**
 R. C. Moodey & Son
 Healey Shoe Co.
- SCHOOLS AND COLLEGES**
 Miss Maryee Wilkins' Dancing School
 Sweet's Business College
 Mrs. E. C. Maddux, Teacher of French
- THEATRES**
 Columbia and Theaterette
 Elite
- TEA STORES**
 Great American Tea Co.
 Flagler's
- These are the ones who support the
 paper—then why not patronize them?

\$1000 - FREE - \$1000

On the evening of Jan 2, 1912, we will give away 26 valuable presents, as follows

1 Mahogany Piano	\$450.00
2 Circassian Walnut Bedroom Set	200.00
3 Golden Oak 8-Day Clock.....	100.00
4 Chiffonier	30.00
5 Baby Go-Cart	20.00
6 Mission Clock	20.00
7 Parlor Rocker	20.00
8 Statue	20.00
9 Parlor Chair	18.00
10 Go-Cart	16.50
11 Burch Commode	15.00
12 Statue	15.00
13 Large Palm	12.00
14 Large Plant	12.00
15 Mahogany Pedestal	8.50
16 Parlor Table	7.50
17 Umbrella Stand	6.00
18 Golden Oak Pedestal	6.00
19 Golden Oak Tabouret	4.00
20 Smoker's Stand	3.75
21 Picture	3.50
23 Picture	3.00
24 Picture	2.50
25 Picture	2.00
26 Hassock	1.25

Santa Rosa Furniture Company

PHONE 372

The Corner Store

Fourth and A Sts.

HEALEY SHOE CO.



Best Shoes
on Earth

\$2.50 \$3.50
\$3.00 \$4.00

Overton Hotel
Block

SANTA ROSA

Bianchi Bros. RESTAURANT

LITTLE PETE, Mgr.

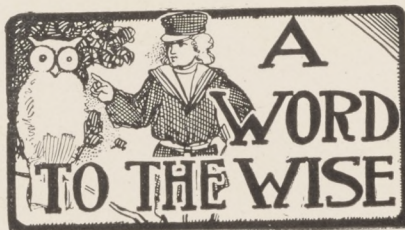
Occidental Block

SANTA ROSA

CALIFORNIA

He—You are the breath of my
life.

She—Did you ever try holding
your breath?



BUY YOUR DRUGS AT

G. M. LUTTRELL'S

PRESCRIPTION DRUGGIST

(THE REXALL STORE)

When in Want of Flour Ask for

ROSE BRAND

NEW MILL

NEW MANAGEMENT

SANTA ROSA FLOUR MILLS CO.

Fred Grohe

FLORIST

ARTISTIC
FLORAL DESIGNS

Plants and Cut Flowers for
all occasions

Students, Attention!

GUARANTEED CLINCHER CASINGS
\$2.95

GUARANTEED INNER TUBES
\$1.25

WE ARE LEADERS IN LOW PRICES

P. E. MARLATT'S CYCLERY

Fifth and B Streets

Santa Rosa

PATRONIZE OUR ADVERTISERS

SONOMA COUNTY FRUIT & PRODUCE CO., Inc.

GOOD PLACE FOR GOOD GROCERIES

Fourth and Wilson Sts. Phone 87 Santa Rosa, Cal.



THE "SONOMA" FOUNTAIN PEN

Every pen guaranteed against any defect whatsoever; the most reliable, most durable, and smoothest writing fountain pen ever made for ONE DOLLAR.

Our Special Price until after the Holidays, including Nickel-Plated Clip on Cap, and postage

85c.

TEMPLE SMITH

611 FOURTH ST., Santa Rosa, California

Pianos for Rent

Piano Tuning

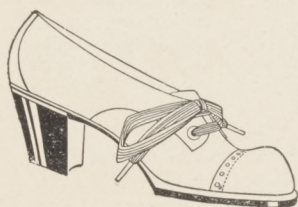
Geo. Ira Downing

Representing SHERMAN CLAY & CO.

HIGHEST GRADE PIANOS—LOWEST PRICES

Phone 851

627 Fourth Street, Santa Rosa



AT

R. C. MOODEY
& SON

Snappy,
Stylish
Footwear

J. C. MAILER HARDWARE Co.

For all kinds of
Fine Hardware

FOURTH STREET
SANTA ROSA, CAL.

LICENSED MOTION PICTURES

BIOGRAPH--EDISON--ESSANAY--KALEM--LUBIN--VITAGRAPH
SELIG--PATHE--MELIES

Shown only at the

THEATERETTE AND COLUMBIA THEATRES

Admission

Either House

5 Cents

Always Read an Ad.

Everybody
Reads


The Press Democrat

The only Morning Daily
Published in Sonoma
County :: :: :: ::

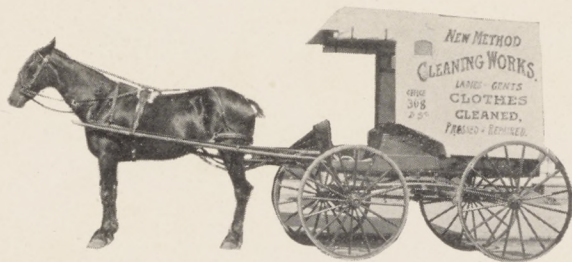
E. L. FINLEY
C. O. DUNBAR

PRINTING, RULING
AND BOOKBINDING



 Call and inspect our big modern plant on
Fifth Street, just off of Mendocino. :: :: :: :: ::

Patronize Those Who Advertise



Santa Rosa's BIGGEST AND BEST

PHONE
414 L

YE ART SHOP

Pennants, Posters
Art Goods

C. M. BRUNER

426 Fourth Street

Santa Rosa

Misses Lambert

Fine Millinery

314 B STREET SANTA ROSA, CAL.

'PHONE 706J

Specialists in YOUNG MEN'S SUITS



Belden & Upp

DRUGGISTS

Two Stores—Santa Rosa and Guerneville

RUBDOWN A SPECIALTY

Belden & Hehir

Harness and Saddles

434 Fourth Street

SANTA ROSA

CALIFORNIA

Leo N. (In bed, to an alarm clock)
—I fooled you that time; I wasn't
asleep at all.



When You See This

Think of

Santa Rosa Bottling Works

Phone 472L

W. H. HUDSON
Proprietor

Phone 424R

GREEK-AMERICAN CANDY KITCHEN

A. COKALES, Prop.

419 Fourth Street

SANTA ROSA

CALIFORNIA

Why are Freshmen like real es-
tate?

Because they are a vacant lot.—
Ex.

'Phone Sutter 1985

MEMBER BUILDERS' EXCHANGE

HOYT BROTHERS

CONTRACTORS & ENGINEERS
BUILDING CONSTRUCTION

Home Office: Santa Rosa, Cal.
San Francisco Office: 575 Monadnock Bd.

SAVINGS BANK OF SANTA ROSA

SANTA ROSA, CALIFORNIA

A General Commercial and Savings
Business Transacted

C. A. HOFFER
Cashier

J. P. OVERTON
President

Be Sure to Patronize ECHO Advertisers

PROFESSIONAL CARDS

PHYSICIANS

DR. R. M. BONAR

Hours: 10 to 12; 2 to 4; 7 to 8
Sunday: 10 to 12

Exchange Bank Building

SANTA ROSA CALIFORNIA

Office: Carithers Bldg. cor. 4th & B Sts.
Phone 29

Res: 447 B Street Phone 126

DR. J. W. CLINE

Hours: 10 to 12; 2 to 4; 7 to 8
Sundays: 10 to 12

SANTA ROSA CALIFORNIA

Dr. James H. McLeod

SPECIALIST

EYE, EAR, NOSE AND THROAT

Office Hours: 10-12 A. M.; 2-4; 7-8 P. M.
Sundays by Appointment

Union Trust Bank Bldg Santa Rosa

Dr. Jackson Temple

PHYSICIAN AND SURGEON

Rooms 6, 7, and 25

Union Trust Bank Building

Hours—10-12 A. M.; 2-4 & 7-8 P. M.

PHONE SANTA ROSA

Office Phone 243 R Res. Phone 243Y

DR. G. W. MALLORY

Exchange Bank Building

SANTA ROSA CALIFORNIA

What's a Philosopher?

It's a man who rides a philosopher.
—Ex.

J. W. SCAMELL, M. D.

PHYSICIAN AND SURGEON

Residence: N. W. Cor. College Avenue
and Humboldt St. Tel. 784.

Office: 541 Fourth St. Tel. 781

SANTA ROSA CALIFORNIA

Office Phone, 871R Residences 8:1Y

Dr. Allen R. Howard

Physician and Surgeon

Rooms 17 and 19

DOUGHERTY-SHEA BUILDING

Santa Rosa California

DR. S. I. WYLAND

Os-te-o-path

PHONE CONNECTIONS

Santa Rosa Bank Bldg. Santa Rosa

DR. H. J. TRACHMAN

Specialist

EYE, EAR, NOSE AND THROAT

Office Hours: 10-12 M. 2-4 P. M.

Sundays by Appointment Only

Exchange Bank Bldg. Santa Rosa

P. A. MENERAY

PHYSICIAN AND SURGEON

Office: Santa Rosa Bank Building

Phone 392R

Hours: 10-12; 2-4; 7-8

Residence: 521 Mendocino Avenue

Phone 392Y

"Fat" Cameron—Say, Roy, which
has more legs, one pig, or no pig?

Roy M.—One pig, of course.

"Fat"—Nope; one pig has four
legs; no pig has six.

Please Mention THE ECHO

DENTISTS

Office Aseptic and Everything Coming in
Contact with Patient Thoroughly
Sterilized

DR. V. HOFFER

DENTIST

Telephone 256

Office: Santa Rosa Bank Bldg., 3rd Floor
Rooms 312, 313, 314

Dr. C. W. Reed Dr. C. A. McGaughey

Reed & McGaughey

DENTISTS

Barnett Building

(Over Riddle, Bacigalupi & Co.)

SANTA ROSA

CALIFORNIA

DOWNS & CONNOLLY

DENTISTS

Telephone 547

533½ FOURTH ST. SANTA ROSA

Dr. D. P. Anderson

DENTIST

Phone 479

Union Trust Bank Bldg

Santa Rosa

DR. R. W. NELSON

DENTIST

509A Fourth Street 'Phone 419J

SANTA ROSA, CAL.

**Elite Hair Dressing
Parlors**

TELEPHONE 538

Electrolysis, Shampooing, Manicuring
Facial Massage, Scalp Treatment
Hair Work Done

630 FOURTH ST.

SANTA ROSA

Please Patronize Our Advertisers

Katherine Sanitarium

Open to all Physicians. Surgical Room
in Connection. No Contagious
Diseases Accepted

Only Graduate Nurses Employed

MISS SYLVIA HATCH, Superintendent

905 McDonald Ave

'Phone 31

MRS. E. C. MADDUX

TEACHER OF FRENCH

Phone 700

626 Mendocino Ave.

SANTA ROSA, CAL.

Mary Jesse Hospital

Mrs. Mary E. Jesse, Matron

NO CONTAGIOUS DISEASES

815 Fifth Street

Phone 248Y

C. & F. WELTI

Successors to H. H. Moke

FUNERAL DIRECTORS

LADY ATTENDANT

418 Fourth Street

Phone 21

ATTORNEYS

Office Phone, 576R

Residence, 265J

Marvin T. Vaughan

ATTORNEY-AT-LAW

Notary Public

Dougherty-Shea Building

Mendocino Ave.

Santa Rosa, Cal.

Phil & A. B. Ware

ATTORNEYS-AT-LAW

Rooms 4, 5 and 6, third floor

Exchange Bank Building

Office Phone 134R

Res. Phone 134Y



517 Fourth St.

Santa Rosa

H
O
D
G
S
O
N

H
E
N
D
E
R
S
O
N

C
O.

BATHS

Hot and Cold

BATHS

ATTENTION !!
WE HAVE A RECORD
SPOONCER BROS.
BARBER SHOP

Occidental Bldg.

B Street

THE OLD RELIABLE TEA and COFFEE HOUSE

You can always depend on your Cup of
Coffee in the Morning

And Tea—well it can't be beat
Ask Your Neighbor

Great American Imp. Tea Co.

B. H. BAKER, Manager

411 Fourth Street

'Phone 184

E. R. SAWYER

Watches, Chains, Lockets, Rings
Buttons, Bracelets, Buckles
Scarf Pins, Brooches, Fobs
Silver Toilet Articles, Etc.

529 Fourth Street

Santa Rosa



**Sonoma County
Fish Market**



WE TALK FISH FRESH AND WHOLESOME Give us a Trial
Phone 576J 313 MENDOCINO AVENUE

F. BERKA Dealer in all Kinds of
BUILDING MATERIAL
WILSON STREET **SANTA ROSA, CAL.**

SANTA ROSA NATIONAL BANK

UNITED STATES DEPOSITARY

CAPITAL \$50,000.00 SURPLUS \$200,000.00
A COMMERCIAL BANK

UNION TRUST SAVINGS BANK

CAPITAL \$50,000.00 SURPLUS \$25,000.00
A STRICTLY SAVINGS INSTITUTION

Both Banks Owned by the Same Stockholders

Read the Ads. if You Wish to Have the Latest Fads



INDEPENDENT OIL CO.

ROBERTS AVENUE, SANTA ROSA

Specialties—Highest Grade
COAL OILS, FLOOR OILS
GASOLINES, DISTILLATES
EAGLE BRAND CYLINDER OILS
AND COMPOUNDS

Phone 597R

Roberts Avenue, Santa Rosa, Cal.

Shaws Photo Gallery

FIRST CLASS PICTURES

647 Cherry Street

SANTA ROSA

CALIFORNIA

COFFEE ROASTED DAILY

FLAGLER'S

Coffees, Teas, Spices, Crockery, Glass-
ware, Agateware, Kitchen Utensils

420-422 FOURTH ST. SANTA ROSA

CANDY AND ICE CREAM

A. D. SKINKLE

(Formerly C. T. Sherman's)

FOURTH STREET

SANTA ROSA

FREE DELIVERY

PHONE 50

Eugene C. Farmer

PRESCRIPTION DRUGGIST

701 FOURTH ST., Cor D..SANTA ROSA

CALL AT THE

Brooks Clothing Co.

For Up-to-Date Styles in Young Men's
Wear. Everything up to the Minute

509 FOURTH ST

SANTA ROSA

A. Trembley & Co.

CARRIAGES AND IMPLEMENTS

Fairbanks-Morse Co. Gasoline Engines
Michigan Automobiles

SANTA ROSA

CALIFORNIA

HIGH SCHOOL PINS
HIGH SCHOOL HAT PINS
HIGH SCHOOL SPOONS

JOHN HOOD JEWELER

Sign of the Big Clock

SANTA ROSA

CALIFORNIA

The J. P. FITTS LUMBER CO.

DEALERS IN

LUMBER and BUILDING MATERIALS

Telephone:

Office 33

Residence 284

Office:

1129 COLLEGE AVENUE

Just Mention THE ECHO Once in a While

Phone 734R

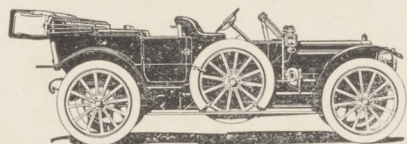
AMERICAN BAKERY

P. MOORE, Prop.

**High Grade Cakes, Pies,
Pastry**

208-210 Fourth Street Santa Rosa

AUTOMOBILES, BICYCLES
SPORTING GOODS



SCHELLING'S GARAGE

HOOPS! MY DEAR

Elite Theatre

Is Santa Rosa's only Picture House giving
a daily change of three of the latest
and best pictures

SASH

DOORS

Simpson & Roberts
Contractors
and Builders

Phone Main 37

PAINTS

DUTCH KALSOMINE

Patronize Echo Advertisers

Pianos and Furniture Carefully Handled
Baggage Called for

Dealers in Stove, Distillate and Fuel Oil

W. H. Lee C. E. Lee F. M. Cooper

LEE BROTHERS'

VAN AND STORAGE COMPANY

The Only Concrete Warehouse in
Santa Rosa

Agents for Standard Oil Company

Tel. Santa Rosa 60

Santa Rosa

The People who Advertise Are the People to Patronize



Opposite Court House

Onyx Hosiery

Santa Rosa, Cal.

Phone 777

C/B Corsets

Gardiner Bros.

**Second Hand Goods
Bought and Sold**

709 FOURTH ST

SANTA ROSA

New and Second-Hand

Bicycles

REPAIRING AND SUPPLIES

Cordingley's Cyclery

Native Sons' Bldg

'Phone 33R

ST. ROSE DRUG STORE

The Place Where You

Get a

SQUARE DEAL

Fourth and A Sts.

Santa Rosa, Cal.

Griswold--Grocer

Everything you Buy from Us Is Sold
Under a Positive Guarantee

Satisfaction or Money Refunded

QUALITY AND SERVICE

231 Fourth Street

Santa Rosa

Galen (Mech. Draw.)—Lend me
your T square?

Adelbert—No, but you can have
my coffee square if you want it.

N. Bacigalupi & Son

WHOLESALE AND RETAIL

Grocers

PHONE 245

203-205 Fourth Street

Santa Rosa

HAHMAN DRUG CO.

Prescription Druggists

213 Exchange Ave.

Santa Rosa - California

TEXT BOOKS AND SCHOOL SUPPLIES

C. A. Wright & Co.

Leading Booksellers
and Stationers

615-617 FOURTH ST

SANTA ROSA

Commercial Art Co.

DESIGNERS AND ENGRAVERS

53 Third Street

San Francisco

Juell's Drug Store

Telephone 237

621 FOURTH ST.

SANTA ROSA

W. S. Hosmer & Son

School Books

Music

Stationery

Fourth Street

SANTA ROSA

DIXON & ELLIOTT

HIGH GRADE

HARDWARE, HOUSEHOLD GOODS

AGRICULTURAL IMPLEMENTS

Third and B Streets

Santa Rosa

PHONE S. R. 365

ROSE CITY SODA WORKS

J. L. ROBERTS, Prop.

Manufacturer of the Celebrated Rose City
Ginger Ale, Soda Water, Sarsaparilla and
all Kinds of Carbonated Drinks

Mineral Water

Oyster Cocktails

9 and 11 Main Street

Santa Rosa

KOPF & DONOVAN

Wholesale and
Retail Grocers

SANTA ROSA

CALIFORNIA

Grocery and Bakery School Supplies

W. M. FITTS, Prop.

771 ORCHARD ST.

SANTA ROSA

Be a Patronizer of Advertisers

Santa Rosa Business College

A HIGH GRADE, SELECT COMMERCIAL SCHOOL with unequaled facilities, four banks, twelve wholesale and commission houses in active daily operation.

BUSINESS TAUGHT AS BUSINESS IS DONE

Attendance limited to Two Hundred. Engage your desks early. Only students of good character desired. For Circulars and further information, address

J. S. SWEET, A. M., President

SANTA ROSA, CALIFORNIA

Santa Rosa Bank

COMMERCIAL and SAVINGS

Interest Paid on Saving Deposits

PHOTOGRAPHS WITH MERIT

McClearie's \$4.00 portraits possess the same artistic pose and finish that are the prominent features of his more expensive pictures

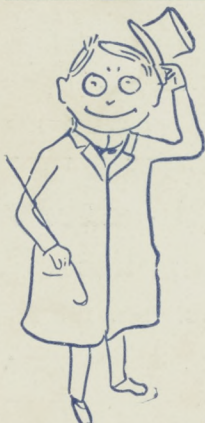
Special Offer to High School Students

ELITE STUDIO

WM. McCLEARIE, Proprietor

Phone 640

323 Fifth Street, Santa Rosa



A SWELL DRESSER

Can find everything he wants to wear
in our big stores

We also show the largest assortment of
LADIES' READY-TO-WEAR

The White House
SANTA ROSA'S BEST STORE